

I claim:

1. A process for preparing a nonwoven material having a first surface and a second surface opposite the first surface, which comprises in sequence: a) applying an adhesive composition to the first surface of the nonwoven material in a pattern; b) curing the adhesive composition, and c) aperturing the adhesive composition-containing nonwoven material.
2. The process of claim 1, wherein said aperturing forms a plurality of apertures originating in the second surface of the nonwoven material.
3. The process of claim 1, wherein the nonwoven material is a fibrous nonwoven web or a plastic film.
4. The process of claim 1, wherein the adhesive composition comprises an additive selected from the group consisting of hydrophilic materials, hydrophobic materials, superabsorbent polymers, pigments, and combinations thereof.
5. A nonwoven material made by the process of claim 1.
6. A nonwoven material comprising: 1) a first surface and a second surface opposite the first surface, 2) an adhesive composition disposed in a pattern on the first surface of the nonwoven material, and 3) a plurality of apertures in said nonwoven material.
7. The nonwoven material of claim 6, wherein said apertures originate in the second surface of the nonwoven material.
8. The nonwoven material of claim 6, wherein the nonwoven material is a fibrous nonwoven web or a plastic film.
9. The nonwoven material of claim 6, wherein the adhesive composition comprises an additive selected from the group consisting of hydrophilic materials, hydrophobic materials, superabsorbent polymers, pigments, and combinations thereof.

10. An absorbent article comprising a nonwoven material and an absorbent core, said nonwoven material comprising: 1) a first surface and a second surface opposite the first surface, 2) an adhesive composition disposed in a pattern on the first surface of the nonwoven material, and 3) a plurality of apertures in said nonwoven material.

11. The absorbent article of claim 10, wherein said apertures originate in the second surface of the nonwoven material.

10 12. The absorbent article of claim 10, wherein the nonwoven material is a fibrous nonwoven web or a plastic film.

13. The absorbent article of claim 10, wherein the adhesive composition comprises an additive selected from the group consisting of hydrophilic materials, hydrophobic materials, superabsorbent polymers, pigments, and combinations thereof.

14. The absorbent article of claim 10, wherein said nonwoven material is the cover of the absorbent article.

20 15. The absorbent article of claim 10, wherein said nonwoven material is the backsheet of the absorbent article.